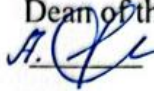


**NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES
OF UKRAINE**

Department of Global Economy
Department of Statistics and Economic Analysis


“CONFIRMED”

Dean of the Economic faculty,
 Anatolii DIBROVA
"28" August 2024

“APPROVED”

at the meeting of the Department
of Global Economy


Minutes № 1 from "20" of 2024


Head of the Department
Natalia VDOVENKO

“APPROVED”


at the meeting of the Department
of Statistics and Economic Analysis

Minutes № 1 from "20" of 2024


Andriy MUZYCHENKO

“REVIEWED”

Program Coordinator


Olena KIREITSEVA

**PROGRAM OF THE COURSE
MARKET ANALYSIS**

Field of Study 05 Social and behavioral sciences

Specialty 051 "Economics"

Academic
program "International Economics"

Faculty: Economic faculty

Lecturers: Kvasha S.M., Professor of the Department of Global Economy,
Doctor of Economic Sciences
Makarchuk O.G., Associate Professor of the Department of
Statistics and Economic Analysis, PhD in Economics, Associate
Professor

Kyiv – 2024

Description of the course
MARKET ANALYSIS

Field of Study, Specialty, Academic program, Academic degree		
Academic degree	Bachelor	
Field of Study	05 "Social and behavioral sciences"	
Specialty	051 "Economics"	
Academic Program	International economics	
Characteristics of the course		
Type	Compulsory	
Total number of hours	120	
Number of ECTS credits	4	
Number of content modules	2	
Term paper/Project paper	<i>Applicable</i>	
Form of assessment	<i>Exam</i>	
Indicators of the course for full-time and part-time forms of study		
	Full-time	Part-time
Year of study	4	-
Semester	7	-
Lecture classes	30 hours	-
Seminars	30 hours	-
Laboratory	-	-
Self-study	60 hours	-
Individual assignments	-	-
Hours per week (full-time program)	4 hours	-

1. Purpose, tasks competencies and program outcomes of the course

The purpose of studying the discipline "Market Analysis" is to acquire theoretical knowledge and acquire practical analytical skills for analyzing markets, in particular the markets of agro-food products, with their classification according to the characteristics of the supply and demand situation and studying the tools of influence on the market balance. Market analysis includes a set of actions aimed at studying all factors, conditions and situations that affect the state and development of the market, changes in its volume, structure, and scale. Conducting a market analysis is necessary in order to obtain objective information about the real situation on the market, to identify and assess the influence of the main factors. During the analysis, the volumes, structure, demand, supply for a certain time are revealed and the main trends of the market development are determined.

Objective is to provide students with knowledge of the market economy, an understanding of the principles of the formation of markets for certain types of products, the ability to investigate their functioning, as well as to consider the methods of their regulation.

In the process of studying the course, students will gain knowledge about approaches to structuring markets based on the features of demand and supply formation, as well as features that depend on domestic production and imports.

As a result of studying the academic discipline, the student must

to know: theoretical and practical foundations of the process of formation of demand and supply in the markets of goods, in particular agricultural products, methods of studying market equilibrium and its influence on economic effects for three groups of economic interests: producers, consumers and the state.

be able to: construct demand and supply curves of agricultural product markets, determine the equilibrium point of markets and the profitability (loss) of production at certain market conditions - with the dominance of demand or supply, analyse the use of instruments of state regulation of markets to achieve the welfare of society.

Acquisition of competencies:

Integrated competency (IC): the ability to solve complex specialized tasks and practical problems in the economic sphere, which are characterized by the complexity and uncertainty of conditions, which involves the application of theories and methods of economic science.

General competencies (GC):

GC 7. Information and communication skills technologies.

GC 8. Ability to search, process and analyze information from various sources.

Special (professional) competencies (SC):

SC 5. Understanding the features of the modern world and national economy, their institutional structure, substantiation of the directions of the state's social, economic and foreign economic policy.

SC 6. Ability to apply economic and mathematical methods and models to solve economic problems.

SC 13. The ability to conduct economic analysis of the functioning and development of business entities, and assess their competitiveness.

Program learning outcomes (PLO):

PLO 4. Understand the principles of economic science, the peculiarities of the functioning of economic systems.

PLO 9. To understand the main features of the modern world and national economy, institutional structure, directions of social, economic and foreign economic policy of the state.

PLO 10. Analyze the functioning and development of business entities, determine functional areas, and calculate appropriate indicators that characterize the

effectiveness of their activities.

PLO 13. Identify sources and understand the methodology of defining and obtaining socio-economic data, collect and analyze the necessary information, and calculate economic and social indicators.

2. Program and structure of the course for full-time and part-time forms of studying

Modules and topics	Number of hours													
	full-time							part-time						
	weeks	total	including					Total	including					
			l	p	lab	ind	s.st		l	p	lab	ind	s.st	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Module 1. Principals and approaches to markets analysis														
Topic 1. Theoretical principles of market analysis	1	6	2	2			2							
Topic 2. Macro environment and micro environment in market research	2	8	2	2			4							
Topic 3. Informational aspects of market research	3	10	2	2			6							
Topic 4. Research of the capacity of the market and its segments	4	10	2	2			6							
Topic 5. Market study of conjuncture	5	10	2	2			6							
Topic 6. Research of the competitive environment and competitors	6	10	2	2			6							
Total for module 1		54	12	12			30							
Module 2. Markets evaluation and their forecast														
Topic 7. Market research process	7-8	14	4	4			6							
Topic 8. Study of dynamics and stability of market development	9-11	18	6	6			6							
Topic 9. Structure and analysis of agricultural markets of resources, goods and services	12-13	14	4	4			6							
Topic 10. Place of marketing in market research	14	10	2	2			6							
Topic 11. Analysis of the impact on the markets of agricultural products of Ukraine's membership in the WTO and cooperation within the framework of the Deep comprehensive free trade area with the EU	15	10	2	2			6							
Total for module 2		66	18	18			30							
Total hours		120	30	30			60							
Course project on Market Analysis														

3. Topics of seminar (practical, laboratory) classes

№	Topic title	Hours
1	Methodological principles of market analysis.	2
2	Macro environment and micro environment in market research.	2
3	Informational aspects of market research.	2
4	Research of the capacity of the market and its segments. The study of demand and supply as an important element of the study of market capacity.	2
5	Market study of conjuncture. Characteristics of economic indicators. Forecasting the market situation.	2
6	Research of the competitive environment and competitors. Analysis of competitive strategies.	2
7	Market research process. Research of a separate agricultural market according to D. Aaker.	4
8	Study of dynamics and stability of market development.	6
9	Structure and analysis of agricultural markets of resources, goods and services.	4
10	Place of marketing in market research.	2
11	Analysis of the impact on the markets of agricultural products of Ukraine's membership in the WTO and cooperation within the framework of the Deep comprehensive free trade area with the EU.	2
Total hours		30

4. Topics for self-study

№	Topic title	Number of hours
1.	Methodological principles of market analysis.	2
2.	Macro environment and micro environment in market research.	4
3.	Informational aspects of market research	6
4.	Research of the capacity of the market and its segments.	6
5.	Market study of conjuncture. Characteristics of economic indicators. Forecasting the market situation.	6
6.	Research of the competitive environment and competitors. Analysis of competitive strategies.	6
7.	Market research process.	6
8.	Study of dynamics and stability of market development.	6
9.	Structure and analysis of agricultural markets of resources, goods and services.	6

10.	Place of marketing in market research.	6
11.	Analysis of the impact on the markets of agricultural products of Ukraine's membership in the WTO and cooperation within the framework of the Deep comprehensive free trade area with the EU.	6
Total hours		60

5. Diagnostic tools for learning outcomes

- Exam;
- Module tests;
- Calculation of practical works;
- Defence of practical works.

6. Methods of teaching

Methods of teaching are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastery of the system of professional knowledge, skills and abilities, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

- verbal method (lecture, discussion, interview);
- practical method (practical classes);
- visual method (illustration method, demonstration method);
- work with educational and methodical literature (summarizing, summarizing, annotating, reviewing, writing an abstract);
- video method (remote, multimedia, web-oriented, etc.);
- independent work (task performance);
- individual research work of students of higher education.

7. Assessment methods

- exam;
- oral or written survey;
- module testing;
- presentations and speeches at scientific and practical events.

8. Distribution of grades received by students

Assessment of student knowledge is on a 100-point scale and is translated into national assessments according to “Regulations on examinations and tests in NULES of Ukraine”.

Student rating, points	National grade based on exam results	
	Exams	Credits
90-100	Excellent	Passed
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	Not passed

9. Educational and methodological support

1. E-learning course of the discipline. URL: <https://elearn.nubip.edu.ua/course/view.php?id=4803>

2. Abstracts of lectures and their presentations (in electronic form). URL: <https://elearn.nubip.edu.ua/course/view.php?id=4648>

3. Кваша С.М., Макарчук О.Г. Markets analysis. Methodical guidelines for studying the discipline "Markets Analysis" for students of the first (bachelor's) level of higher education, specialty 051 "Economics", academic programme "International Economics" (Part 1), К.: НУБіП України. 2024. 48 с.

4. Кваша С.М., Макарчук О.Г. Markets analysis. Methodical guidelines for studying the discipline "Markets Analysis" for students of the first (bachelor's) level of higher education, specialty 051 "Economics", academic programme "International Economics" (Part 2), К.: НУБіП України. 2024. 50 с.

10. Recommended sources of information

1. Basic Statistics. Electronic source: <https://www.adb.org/publications/basic-statistics-2017>.

2. FAS-USDA. URL: <https://www.fas.usda.gov/commodities>

3. Hague P. A practical guide to market research. Доступ: <https://www.b2binternational.com/publications/practical-market-research/>

4. Hamulczuk M., Makarchuk O. Time-varying relationship between Ukrainian corn and world crude oil prices, *Economic Annals-XXI*, 184(7-8)'2020, p. 49-58.

5. Hamulczuk M., Makarchuk O., Sica E. Searching for market integration: Evidence from Ukrainian and European Union rapeseed markets // *Land use Land Use Policy* 87 (2019) 104078 <https://www.scopus.com/authid/detail.uri?authorId=57173048500>

6. Marketing.vc : база маркетингової інформації. Офіційний сайт Alliance Capital Management. URL : <http://marketing.vc/>

7. Mazur K., Babyna O., Babyn I., Germaniuk N., Harbar Z., Harbar V., Hontaruk Y., Bondarenko V., Krasnyak O., Kubai O., Kvaterniuk A., Lohosha R. Marketing research of agricultural enterprises: theoretical and practical aspects. Monograph. Primedia eLaunch, Boston, USA, 2022. 336 p.
8. Аграрні ринки. URL: <http://www.amis-outlook.org/>
9. Варенко В.М. Основи аналітики: навчальний посібник. Ліра-К, 2022. 248 с.
10. Іванечко Н., Борисова Т., Процишин Ю. та ін. Маркетинг [Електронний ресурс] : навч. посіб. ; за ред. Н. Р. Іванечко. Тернопіль : ЗУНУ, 2021. 180 с.
11. Карпов В., Шевченко-Переполюккіна Р., Горбаченко С. Аналіз та прогнозування ринової кон'юнктури. Київ: Кондор, 2019 р. 320 с.
12. Кваша С. М., Мельник Н.В. Імперативи формування кон'юнктури ринку біоенергетичних видів палива. Наукові горизонти, № 11 (84). 2019. С. 13–22.
13. Кваша С.М., Вакуленко В.Л., Павленко О.М., Юнтао Л. Ретроспективний аналіз споживчого кошика населення та зміни в споживанні продуктів харчування населенням України. Економічний простір, (190). 2024, С. 330-334. DOI: <https://doi.org/10.32782/2224-6282/190-59>
14. Кваша С.М., Павленко О.М., Вакуленко В.Л. Розвиток зовнішньоекономічної діяльності аграрного сектору економіки України в умовах воєнного стану. Наукові праці Міжрегіональної Академії управління персоналом. Економічні науки, № 2 (74). 2024. DOI: <https://doi.org/10.32689/2523-4536/74-5>
15. Кваша С.М., Павленко О.М., Вакуленко В.Л., Мороз М.А. Аналіз наявності запасів зерна в державних ресурсах України як показника продовольчої безпеки. Економічний простір. 2024. № 189, С. 344-348.
16. Козирєва О.В., Федорова В.О. Статистика: навчальний посібник. Х.: Видавництво Іванченка І.С., 2021. 187 с.
17. Котлер Ф. Основи Маркетингу. Класичне видання. 2023. 662 с.
18. Літвінов Ю.І. Ціноутворення в умовах ринку. Центр учбової літератури, 2022. 400с.
19. Маркетингові дослідження. Навч. посіб. Колектив авторів: Л. С. Безугла, Т. В. Ільченко, Н. І. Юрченко, С. О. Кобернюк, Д. В. Воловик ; КЗВО ДАНО. Дніпро,Видавець Біла К.О., 2019. 300 с.
20. Мармоза А.Т. Економічна статистика: Навч. посібник. К.: ЦУЛ, 2019.- 600 с.
21. Мармоза А.Т. Практикум з теорії статистики і сільськогосподарської статистики: Навч.посіб. – Центр навчальної літератури, 2019. 664 с.
22. Офіційний сайт Державної митної служби України. URL: <https://customs.gov.ua/>
23. Офіційний сайт Державної служби статистики України. URL: <http://ukrstat.gov.ua/>
24. Офіційний сайт Євростату. URL: <http://epp.eurostat.ec.europa.eu/portal/page/portal/eurostat/home>

25. Офіційний сайт Кабінету Міністрів України. URL: <http://www.kmu.gov.ua/control/>
26. Офіційний сайт Міністерства аграрної політики та продовольства України. URL: <https://minagro.gov.ua/>
27. Офіційний сайт Міністерства економіки України. URL: <https://www.me.gov.ua/?lang=uk-UA>
28. Офіційний сайт Продовольчої та сільськогосподарської організації ООН (ФАО). URL: <http://www.fao.org/>
29. Офіційний сайт Світового банку. URL: <http://www.worldbank.org/>
30. Полтораки В.А., Тараненко І.В., Красовська О.Ю. Маркетингові дослідження: навчальний посібник. Центр учбової літератури. 2019. 356 с.
31. Статистика: основи теорії та практикум: Навчальний посібник. Колектив авторів: Григорків В.С., Вінничук О.Ю., Григорків М.В., Маханець Л.Л. Чернівці : Чернівецький нац. ун-т, 2022. 304 с.
32. Статистичні дані по країнам світу. URL : <http://www.iea.org>